LI4278 PARTNER BRIEF

EXECUTIVE SUMMARY

The LI4278 cordless general purpose linear imager delivers affordable next generation scanning for today's mobile world. Whether your customers need to scan 1D bar codes on a paper label, read electronic bar codes on a mobile phone, scan high density bar codes or scan all the way up to 31 in./78.7 cm away, the LI4278 can handle it all — while outperforming competitive linear imagers when it comes to both scanning speed and data capture range.

The right technology at the right time

We have spent years perfecting the design characteristics of the next generation linear imager. In the LI4278, we've leveraged recent advancements in linear imaging technology, using optics and electronics components that are smaller, faster, better and less expensive. We not only use state of the art components, but have also focused the design on what really matters in real world applications — optimizing the LI4278 for reliability, security, robustness and the longest possible battery life. The result is a solution that delivers the best possible performance under the widest range of operating conditions imaginable.

Next generation in 1D scanning

The LI4278 takes 1D bar code scanning to the next level, allowing workers to scan the widest range of bar codes faster and farther. This one device reads UPC bar codes from 1 in./2.54 cm to 31 in./78.7 cm as well as high density codes and extended ranges for great application flexibility. And while linear imagers have traditionally had inferior motion tolerance and angular tolerance specifications compared with laser scanners, the LI4278 features a superior optical system for best-in-class motion and angular tolerance. As a result, scanning is faster and easier than ever. Since bar codes can now be captured at extreme angles, workers spend less time maneuvering the scanner or its target, and more time on task.

Capture 1D bar codes on paper labels…and mobile phone displays

Optimized to read 1D bar codes on both non-reflective (paper) and reflective (mobile phone and computer displays) surfaces, the LI4278 gives your retail and hospitality customers the opportunity to implement an exciting range of mobility-enabled marketing programs, including mobile coupons, mobile gift cards and mobile loyalty cards. While outdated technology can put an

entire marketing campaign at risk by failing to scan the bar code on a customer's phone, the LI4278 features the latest in scanning technology to ensure a seamless experience for customers and employees alike.

Linear imaging technology from global ADC leader
Companies investing in the LI4278 get the same benefits that have made Motorola the industry leading supplier of handheld bar code solutions worldwide. We've optimized the design to deliver the best possible performance in real world applications and operating conditions. The LI4278 is based on a single board construction we first introduced in the LS2208 laser scanner. In fact, the LI4278 represents the first high performance linear imager designed with this single board concept for unmatched reliability. Add the ability to survive multiple drops to concrete, a scratch resistant window, a cradle that can handle over a quarter million insertions and advanced power management and you have a device that your customers can count on, day-in and day-out.

In addition to the performance and ease of use your customers demand, the LI4278 is also easy to manage. Compatibility with Motorola's Remote Scanner Management (RSM) dramatically reduces the time and cost associated with day-to-day management, especially in large, multi-scanner, multi-location environments. And Motorola's Service from the Start Advance Exchange Support program provides next-business-day delivery of a replacement device, helping to ensure your customers will be back in business the next day.

THE MARKET OPPORTUNITY

The LI4278 opens the door to the handheld linear imager market, giving retail and hospitality customers an affordable entry point to begin taking advantage of the exploding trend in mobile commerce applications.

VDC: Linear Imager market to reach $222.2M in 2012
According to VDC Research Group, the global linear imaging market will be $222.2M in 2012 — representing 23 percent of the overall handheld bar code scanning market. As shown in Figure 1, linear imagers are projected to grow by 7.9 percent (CAGR) between 2010-2015.

Opportunities in retail
Retail represents the largest single market segment for the LI4278. According to VDC, the retail in-store market for linear imagers will hit $51.8M in 2012 — with an average growth rate of 7.3 percent between 2010-2015 [Figure 2].

Mobile commerce: A trend on the rise
The LI4278 is capable of reading 1D bar codes displayed on smartphones, cell phones, tablets, and other mobile devices — enabling your retail, hospitality and travel customers to take advantage of the rising trend in mobile commerce (M-commerce) technologies.

With mobile commerce, retailers and hospitality companies can deliver content, which includes 1D bar codes, to a consumer's cell phone for three application uses:

Figure 1: Forecasted Global Shipments of Handheld Bar Code Scanners Segmented by Product Type (Millions of Dollars)

	Historical			Base Year	Forecast					CAGR
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2010-2015
Laser Scanner	449.3	421.9	310.7	375.1	415.0	443.3	471.6	495.7	519.6	6.7%
Linear Imager	264.3	250.3	167.7	181.8	205.4	222.2	237.3	252.3	266.4	7.9%
2D Imager	133.8	124.8	148.5	208.4	244.9	279.7	317.1	356.6	400.3	13.9%
Pen/Wand Scanner	14.0	13.3	4.6	5.0	5.1	5.1	5.1	5.1	5.1	0.5%
Total	**861.5**	**810.3**	**631.5**	**770.3**	**870.3**	**950.3**	**1031.2**	**1109.7**	**1191.4**	**9.1%**

Source: 2011 Barcode Global Industry Planning Service: Handheld Scanners; VDC Research. June 2011

Figure 2: Forecasted Global Shipments of Linear Imager Bar Code Scanners Segmented by Economic Sector (Millions of Dollars)

	Historical			Base Year	Forecast					CAGR
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2010-2015
Industrial/ Manufacturing	57.7	54.6	36.3	41.2	47.1	51.2	55.0	58.8	62.3	8.7%
Transportation/ Logistics	96.3	90.7	60.3	61.2	70.8	77.1	82.5	88.0	93.1	8.7%
Retail In-Store	58.6	55.9	38.4	43.6	47.8	51.8	55.4	58.8	62.1	7.3%
Health Care Services	24.1	22.6	14.9	16.6	18.5	19.7	20.9	22.1	23.3	6.9%
Commercial Services	16.2	15.4	10.4	11.2	12.3	12.9	13.5	14.1	14.6	5.4%
Government	11.5	11.1	7.4	8.0	8.9	9.5	10.0	10.6	11.0	6.6%
Total	**264.3**	**250.3**	**167.7**	**181.8**	**205.4**	**222.2**	**237.3**	**252.3**	**266.4**	**7.9%**

Source: 2011 Barcode Global Industry Planning Service: Handheld Scanners; VDC Research. June 2011

- *eCoupons:* Coupons are delivered in the body of an email which can be displayed on a smart phone or other mobile device. At the point of sale, the cashier scans the 1D bar code displayed on the customer's mobile phone to apply the discount.
- *Loyalty programs:* Mobile loyalty gives consumers the convenience to store their loyalty membership information on their mobile phone, instead of carrying a mix of club cards in their wallet. Cashiers scan the 1D bar code displayed on the customer's mobile phone to pull up and apply their membership account.
- *Proximity marketing*: Retailers can target nearby customers and deliver targeted coupons to a user's mobile device for 'just-in-time' promotions and offers.

Mobile commerce is an emerging channel that many predict will become a game changer in retail. Back in 2008, Howard Wilcox, senior analyst at Juniper Research, said, "Today, the overwhelming majority of coupons are paper-based, but the mobile phone is the ultimate individual marketing device, and mobile coupon pilots show great increased redemption rates — often double-digit percentages."

Juniper Research predicts that mobile coupons (defined as discounts delivered and redeemed via handsets) will be used by more than 300 million people worldwide by 2014[1] and that consumer use of mobile coupons will generate nearly $6 billion in retail redemption by the year 2014 (nearly double the $3.4 billion in 2010).[2]

The growing global popularity of mobile coupons presents an excellent opportunity for Motorola partners. As consumers increasingly view their smartphone devices as "virtual wallets", they will continue to expect

> "With the tremendous growth in smart phones, retailers can deliver electronic coupons to help incent new sales, drive upsales, provide cross selling incentives and various methods to help increase business while giving customers the feeling that this retailer is 'smart' about their particular needs, and values them as a customer."
>
> - VDC Research Group

1 Juniper Research, "Press Release: Mobile Coupon usage to triple exceeding 300 million people globally by 2014 says Juniper Research." December 8, 2009.

2 Juniper Research, "Press Release: Mobile Coupon redemption value to approach $6BN globally by 2014, according to Juniper Research." November 4, 2009.

the convenience of mobile commerce applications from their retailers and hospitality companies. With the LI4278 linear imager, companies can affordably deploy a bar code solution capable of reading 1D bar codes displayed on a mobile device — whether for a mobile coupon, mobile gift card balance, mobility loyalty card or more. The LI4278 is ideal for those customers who want to introduce 1D mobile bar code scanning applications to their CRM strategy.

As the leader in bar code technology, Motorola is uniquely positioned to deliver the reliable performance needed to encourage both customer and retailer adoption of these emerging applications.

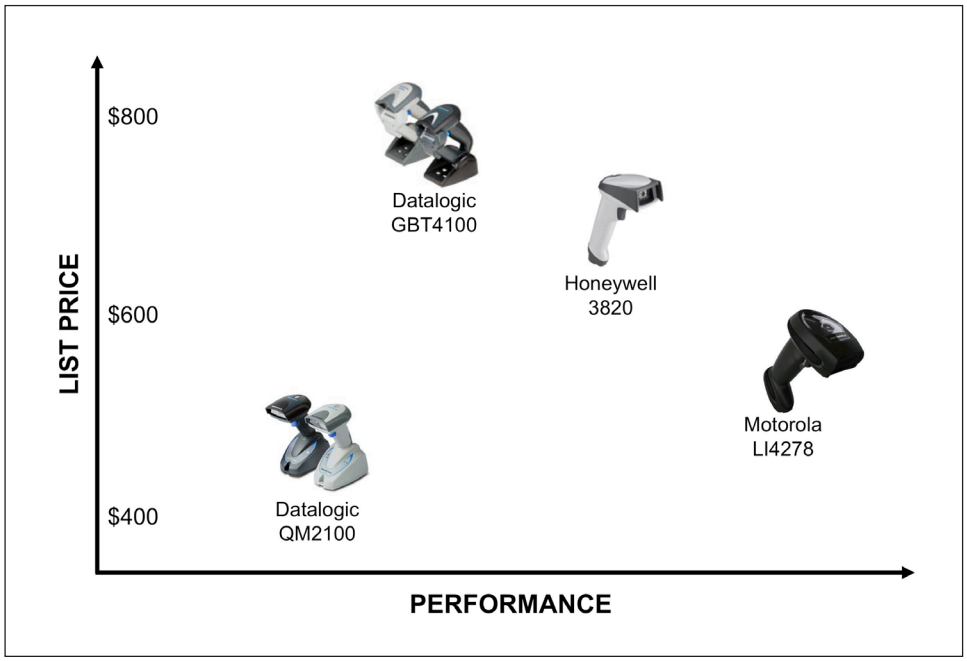
MARKET POSITIONING

With the LI4278, we have perfected the optimal design characteristics of a linear imager. This includes not only using state of the art components, but also designing optimal operation for reliability, security, robustness and maximum battery life. The increased capabilities of this handheld cordless scanner allow workers to scan faster and farther. And while outperforming other linear imagers in its class, the LI4278 offers a lower price point — giving your customers a better performing solution at a lower cost.

Key 'Motorola-only' differentiators include:

- Best scanning performance in its class
- Single board construction for unmatched reliability
- Superior power management for greatest number of scans per charge, and longest battery life per charge
- More flexibility: 3mil to over 30 in. reads including cell phones — all in a single scanner without requiring reprogramming or reconfiguration
- Motorola's innovative applications that allow customers to quickly and easily program, manage and control as many devices as needed
- Bluetooth v2.1 secure communications
- Superior warranty and service programs

Figure 3: Price-Performance Comparison: USB Kit List Pricing

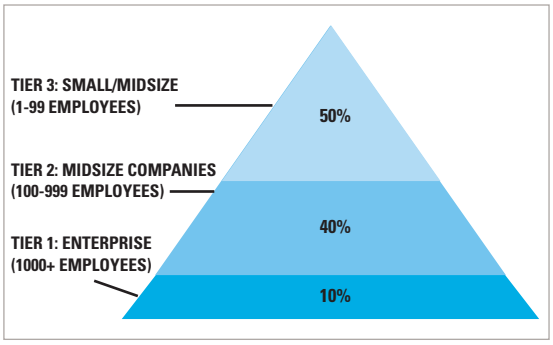


Target market and applications

MARKET	APPLICATIONS
RETAIL	• Point of Sale • In-store inventory tracking • Returns processing/ monitoring • Digital/mobile loyalty • Mobile coupons
MANUFACTURING/ LIGHT INDUSTRIAL	• Receiving • Shipping • Inventory management • Work in Process (WIP) • Electronics manufacturing
HOSPITALITY/ TOURISM	• Event registration • Check-in/out • Digital/mobile loyalty • Mobile coupons
EDUCATION	• Registration (classroom, activities) • Book checkout • Inventory management

Market opportunity by company size

The primary targets for the LI4278 are:



Target customer: prospect titles

Decision-makers for a LI4278 sale include:

- IT Manager
- General Manager
- CIO
- CFO
- Business Line VP or Director (for example: operations, customer service)
- RFP Project Manager/Purchasing Director

BUSINESS PROPOSITION

This section outlines the investment required to sell the LI4278, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and enhanced services.

Your investment

The investment required by Motorola business partners to sell the LI4278 is summarized in the following chart:

INITIAL PARTNER INVESTMENT	
DESCRIPTION	**APPROX. COST TO PARTNER**
Motorola Sales Tools	Available at no cost
Certification Costs	Not required
Cost for Demo Units	Available in limited quantities; contact your account manager to check demo availability prior to General Availability

THE MANY REVENUE OPPORTUNITIES

Hardware revenue: devices and accessories

The following charts list the available LI4278 configurations, as well as the available accessories and peripherals. For a complete and up-to-date list of all available configurations and accessories for the LI4278, please refer to **Solution Builder**. For pricing, please refer to the Product Marketing Bulletin or your local distributor.

LI4278 Configurations

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY
LI4278-SR20007WR	LI4278 Linear Imager — Twilight Black	1A
LI4278-SR20001WR	LI4278 Linear Imager — Cash Register White	1A

LI4278 Kits and Accessories

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY
Kits: North America		
LI4278-PRBU2100AWR	Kit: LI4278 Scanner, Presentation Cradle (Radio/Charger), USB Series A, 7ft. straight cable - black, Country LC required; Includes: LI4278-SR20007WR, LI4278 Linear Imager- Twilight Black; CR0078-PC1F007WR, Presentation Cradle, Bluetooth, charging, twilight black; CBA-U21-S07ZAR, Cable - Shielded USB: 7ft. (2.8m), Straight; PWRS-14000-148R, 12v Universal Power supply, REQUIRES country line cord	1A
LI4278-PRWU2100AWR	Kit: LI4278 Scanner, Presentation Cradle (Radio/Charger), USB Series A, 7ft. straight cable - white, Country LC required; Includes: LI4278-SR20001WR, LI4278 Linear Imager- Cash Register White; CR0078-PC1F001WR, Presentation Cradle, Bluetooth, charging, Cash Register White; CBA-U21-S07ZAR, Cable - Shielded USB: 7ft. (2.8m), Straight; PWRS-14000-148R, 12v Universal Power supply, REQUIRES country line cord	1A
LI4278-TRBU0100ZWR	Kit: LI4278 Scanner, Standard Cradle (Radio/Charger), USB Series A, 7ft. straight cable - black, P/S is NOT required; Includes: LI4278-SR20007WR, LI4278 Linear Imager- Twilight Black; CR0078-SC10007WR, Standard Shld Base Cradle, Bluetooth, charging, Twilight Black; CBA-U01-S07ZAR, Cable - Unshielded USB: 7ft. (2.8m), Straight	1A
LI4278-TRWU0100ZWR	LI4278 Scanner, Standard Cradle (Radio/Charger), USB Series A, 7ft. straight cable - white, P/S is NOT required; Includes: LI4278-SR20001WR, LI4278 Linear Imager- Cash Register White; CR0078-SC10001WR, Standard Shld Base Cradle, Bluetooth, charging, Cash Register White; CBA-U01-S07ZAR, Cable - Unshielded USB: 7ft. (2.8m), Straight	1A
Kits: Europe, the Middle East and Africa		
LI4278-PRBU2100AWR	Kit: LI4278 Scanner, PresCradle (Radio/Charger), USB Series A, 7ft straight cable - black, PS, REQUIRES country line cord	1A
LI4278-PRWU2100AWR	Kit: LI4278 Scanner, PresCradle (Radio/Charger), USB Series A, 7ft straight cable - white, PS, REQUIRES country line cord	1A
LI4278-TRBU0100ZER	Kit: LI4278 Scanner, Cradle (Radio/Charger), USB Series A, 7ft straight cable - black, P/S is NOT required	1A
LI4278-TRWU0100ZER	Kit: LI4278 Scanner, Cradle (Radio/Charger), USB Series A, 7ft straight cable - white, P/S is NOT required	1A
Kits: Asia Pacific		
LI4278-PRBU2100AAR	Kit: LI4278 Scanner, PresCradle, USB Series A 7ft straight cable - black, PS, REQUIRES country line cord	1A
LI4278-PRWU2100AAR	Kit: LI4278 Scanner, PresCradle, USB Series A 7ft straight cable - white, PS, REQUIRES country line cord	1A
LI4278-TRBU0100ZAR	Kit: LI4278 Scanner, Cradle (Radio/Charger), USB Series A, 7ft straight cable - black, P/S is NOT required	1A
LI4278-TRWU0100ZAR	Kit: LI4278 Scanner, Cradle (Radio/Charger), USB Series A, 7ft straight cable - white, P/S is NOT required	1A

LI4278 Kits and Accessories, continued

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY
Kits: Latin America		
LI4278-PRBU2100ALR	Kit: LI4278 Scanner, PresCradle (Radio/Charger), USB Series A, 7ft straight cable - black, PS, REQUIRES country line cord	1A
LI4278-PRWU2100ALR	Kit: LI4278 Scanner, PresCradle (Radio/Charger), USB Series A, 7ft straight cable - white, PS, REQUIRES country line cord	1A
LI4278-TRBU0100ZLR	Kit: LI4278 Scanner, Cradle (Radio/Charger), USB Series A, 7ft straight cable - black, P/S is NOT required	1A
LI4278-TRWU0100ZLR	Kit: LI4278 Scanner, Cradle (Radio/Charger), USB Series A, 7ft straight cable - white, P/S is NOT required	1A
Kits: Government		
LI4278-PRBU2100AWR	Kit: LI4278 Scanner, PresCradle (Radio/Charger), USB Series A, 7ft straight cable - black, PS, REQUIRES country line cord	1A
LI4278-PRWU2100AWR	Kit: LI4278 Scanner, PresCradle (Radio/Charger), USB Series A, 7ft straight cable - white, REQUIRES country line cord	1A
LI4278-TRBU0100ZWR	Kit: LI4278 Scanner, Cradle (Radio/Charger), USB Series A, 7ft straight cable - black, P/S is NOT required	1A
LI4278-TRWU0100ZWR	Kit: LI4278 Scanner, Cradle (Radio/Charger), USB Series A, 7ft straight cable - white, P/S is NOT required	1A
Accessories		
Presentation Cradle		
CR0078-PC1F007WR	Cradle Presentation (Radio, interfaces, charging, black. Requires PWRS-14000-148R power supply)	1A
PWRS-14000-148R	Power Supply for CR0078-PC1F007WR Presentation Cradle (requires country-specific line cord)	1A
CBA-U21-S07ZAR	Shielded USB straight, 7ft for Presentation Cradle	1A
Standard (Charge Only) Cradle		
CR0008-SC10007R	Cradle Standard (charging only, black)	1A
CR0008-SC10001R	Cradle Standard (charging only, white)	1A
Standard (Charge Only) Cradle		
CR0078-SC10001WR	Cradle Standard (Radio, Interfaces, charging, white)	1A
CR0078-SC10007WR	Cradle Standard (Radio, Interfaces, charging, black)	1A
CBA-U01-S07ZAR	Unshielded USB straight, 7ft for Standard Cradle	1A

Software revenue
Application development and integration provides an additional revenue opportunity. Customers may require the development of new end-user or other supporting software, as well as the ability to extend existing business applications to the LI4278. As a result, software partners will have the opportunity to develop and integrate a range of applications in retail, electronics and light industrial manufacturing, hospitality and tourism verticals. For example, in retail and hospitality, mobile commerce and mobile bar codes are hot areas of focus. With the tremendous growth in smart phones, retailers and hospitality businesses can deliver electronic coupons to help incent new sales, drive upsales and provide cross-selling incentives while giving customers new levels of convenience and a higher touch experience.

Integration and enhanced services revenue
Leveraging your services portfolio with Motorola's Enterprise Mobility Services as part of the complete solution provides you with a significant opportunity to earn more revenue and increase your profit margin. Motorola's flexible services are structured to allow for a seamless lifecycle model, fostering complete customer satisfaction and reduced overall service delivery costs. In addition, they deliver ongoing support and maintenance post deployment, helping to ensure maximum uptime and peak system performance for your customers. If you do not offer these services yourself, you have an opportunity to leverage and resell Motorola's Enterprise Mobility Services to help ensure your customers get the services they need — when and where they need them.

Industry research shows that customers are more likely to select service plans when they're bundled up front with a hardware quote as part of a complete solution. As our partner in selling Motorola products, it can benefit you, as well as your customer, to include Motorola's exceptional services into each sale. There's no better way to give your customers total service peace of mind by helping to ensure their investment is protected.

KEY SELLING POINTS

In this section, we take a look at the value proposition the LI4278 delivers to your customers, the key product differentiators and questions that can help you qualify a LI4278 sales opportunity.

Value Proposition

The LI4278 delivers a number of strategic business benefits:

- **Offers affordable migration path to the next generation in 1D scanning:** The LI4278 takes 1D bar code scanning to the next level, allowing workers to scan faster and farther than ever before. While the high performance linear scanner is aggressively priced, it offers the very latest advancements in electronics and optics components. As a result, your customers get superior performance, Motorola's proven durable construction, the flexibility to read 1D bar codes that are printed on paper or displayed on screens (including mobile phones), an enhanced range and the latest in Bluetooth wireless technology (v2.1) — all at an attractive price point. In addition, the investment made in the LI4278 infrastructure can be leveraged in the future if the customer at some point elects to adopt a 2D scanning solution, as the cradles are all forward-compatible!

- **Improves scan throughput and productivity:** The LI4278 delivers the performance, features and flexibility to keep checkout lines moving in the busiest environments, as well as increase productivity in a wide variety of applications in manufacturing, hospitality and more. Motorola's enhanced CCD technology can read 1D symbologies faster and at greater distances than traditional linear scanners. Motorola's superior motion and angular tolerance mean workers spend less time maneuvering the scanner or pausing between scans. In short, more items get scanned in less time. And the LI4278's increased capabilities let workers read bar codes that are scratched, dirty or damaged. In fact, the LI4278 will also scan 100mil codes beyond 20 feet (over 6m).

- **Enables the next generation of mobile commerce applications:** The LI4278 is capable of reading 1D bar codes on reflective mobile phone and computer displays. As such, your customers are able to implement a range of innovative mobile applications, including mobile coupons, mobile loyalty, mobile gift cards and more. Your retail and hospitality customers will be able to keep up with the rapid evolution of today and tomorrow's consumer trends driven by the social web, location

based marketing and mobile broadband. And with the reasonably priced LI4278, your customers have an affordable means to add mobile bar code capabilities — one of the hottest new trends in marketing that can help your customers strengthen their relationships with their customers.

- **Supports Light Industrial/Manufacturing uses:** The light industrial/manufacturing market segment has specific requirements that are typically addressed by special purpose solutions different from the data capture devices in use in retail and other environments. But with its unique blend of capabilities, the LI4278 can also be used in light industrial and manufacturing applications. The LI4278 features an extensive reading range, so the device can be used in workflow for reading/tracking items including those tagged with smaller high density bar codes used on miniatures, components, electronics and subassemblies. The LI4278 may be used to track work in progress as items are built or integrated along the assembly line environment. The LI4278 can also read extended range of over 20 ft./6m for those cases where stacked or out-of reach items need to be scanned. And IP53 sealing makes the LI4278 an ideal choice in those areas where dust and dampness can degrade scanning performance. Your customers can be sure the LI4278 will continue to perform flawlessly even under adverse conditions.
- **Reduces end user training:** The LI4278 offers an "out of the box" experience that allows users of all skill levels to start scanning proficiently and productively right away. Since little to no training is needed, it is an ideal fit for retailers and other organizations that face high employee turnover rates and seasonal staffing.
- **Provides flexibility to support more applications with one scanner:** With the LI4278, Motorola has optimized linear imaging technology to give customers the best possible performance under the widest range of operating conditions possible. Whether it's reading small 3mil high density bar codes, scanning all the way up to 31 in./78.7 cm away or reading electronic 1D bar codes on a mobile phone, the LI4278 can handle it all — and without reconfiguration or reprogramming.
- **Reduces total cost of ownership (TCO):** With durable drop specifications, single board construction and a scratch resistant window, the LI4278 is built for the tough environmental requirements in the enterprise. The scanner offers dependable operation day-in and day-out for maximum uptime and a low TCO. Superior battery power management delivers the largest number of scans per battery charge to support scan intensive applications. And remote management tools combine with industry leading all-inclusive affordable service plans to keep devices in the hands of your workforce practically every minute of every working day.

Differentiators

The LI4278 offers a number of strategic and technical product differentiators including:

- **The right technology at the right time:** We have perfected the design characteristics of a linear imager. In the LI4278, we've leveraged recent advancements in linear imaging technology, using optics and electronics components that are smaller, faster, better and less expensive. We not only use state of the art components, but also have focused the design on what really matters — optimizing the LI4278 for reliability, security, robustness and battery life. The result is a solution that delivers the best possible performance under the widest range of operating conditions possible.
- **Premium 1D scanning performance:** Hands-down, the LI4278 delivers:
  - Best in class motion tolerance: The LI4278 is at home in fast paced environments, including retail and manufacturing. Workers can capture a wide range of bar codes as fast as they can present items — there's never a need to pause between scans or reprogram for the types of codes being scanned.
  - Superior angular tolerance: The LI4278 can capture bar codes at even extreme angles, so workers spend less time maneuvering or orienting the scanner and more time on task.

- **Captures virtually any 1D bar code:** The LI4278 captures virtually any 1D bar code — including typical bar codes printed on paper labels or electronic bar codes displayed on the screen of a mobile phone, tablet, PDA or PC screen. In addition, the LI4278 can read the smaller high density 1D bar codes typically used in electronics manufacturing to tag and track electronic components and subassemblies. The multipurpose LI4278 can read tiny 3mil bar codes, in addition to virtually any other 1D bar code up to a distance of 31 in./78.7 cm. All this capability is built into a single scanner — there's no need for reprogramming or reconfiguring each time the scanner is used for different purposes.

- **Mobile bar code data capture:** Mobile commerce has rapidly gained popularity and acceptance. The LI4278 is 'mobile-commerce ready', able to support mobile coupons, mobile gift cards and mobile loyalty programs — without requiring an investment in more expensive area imagers. The LI4278 is capable of reading 1D bar codes from nontraditional surfaces such as the screens of mobile phones, tablets and computers. The device's superior scan performance is optimized for both reflective and non-reflective surfaces; and the LI4278 doesn't require any reconfiguration or special application programming procedures to read bar codes off any electronic display.

- **Durable design for all day everyday use:** This linear imager offers the same proven superior construction as our laser scanners — the enterprise class construction for which Motorola is known. Other linear imagers on the market are assembled with multiple circuit boards, various internal connectors, ribbon cables and literally dozens of hand solder joints. All of these represent potential points of failure — especially in handheld devices that may be dropped numerous times over their operating lives. But the LI4278 features a single circuit board construction to eliminate all these potential points of failure. In fact, the LI4278 represents the first high performance linear imager designed with this single board concept. Add the ability to survive multiple drops to concrete, a scratch resistant window and a cradle that can handle over a quarter million insertions and you have a device that your customers can count on, day-in and day-out.

- **Superior battery management:** We've optimized the LI4278 to excel in the most scan intensive applications, conducting extensive battery testing under real-world application scenarios in retail and other environments. The scanner features a unique Power Management application, which protects performance by only charging the battery when necessary. The result is enhanced battery management that delivers the largest number of scans per battery charge — even outperforming linear imagers with more powerful batteries.

- **Easy to use, from day one:** With the LI4278's point and shoot simplicity, users are up and running in minutes. This highly intuitive scanner keeps worker productivity high and minimizes end user training time and costs.

  – Superior angular tolerance: Since bar codes can be captured at extreme angles, scanning is easier than ever, so workers spend less time maneuvering the scanner and more time on task.

  – A bright crisp aiming line: The LI4278 is easier to aim in bright or dim lighting environments.

  – Scan damaged, scratched or smudged labels: Users can scan even challenging labels with a high degree of accuracy on the first scan, eliminating the need to rescan — keeping productivity and throughput high.

- **Backward compatible with LS4278 cradles:** If your customers already have a Motorola LS4278 deployed today, they can keep their existing accessory investment, as the LI4278 is compatible with the LS4278 cradles; both standard and presentation versions. This provides a very cost-effective upgrade path for migrating to the enhanced capabilities of the LI4278 — including better read range, and support for 1D bar codes on mobile devices.

- **Future-proof investment:** Just as the LI4278 will use the existing standard and presentation cradles as the LS4278, these same cradles are also used with the DS6878, our mid-tier 2D array imager.

Customers now have a simple, cost effective migration path to use their existing scanner infrastructure components if or when they may elect to deploy our 2D DS6878 scanning solutions!

- **Cordless freedom with Bluetooth® v2.1:** Bluetooth communications frees workers from cords, allowing cashiers to easily scan items inside and outside of the cash wrap. While some other linear imagers on the market feature outdated communications technology with Bluetooth v2.0, the LI4278 supports the Bluetooth v2.1 standard which offers:
  - Improved security and better encryption: Keeps data safe — including sensitive customer information.
  - Higher performance when pairing with a communication base: Users don't need to wait as long for a communication link to occur before continuing with their scanning activities
  - Better energy management: Bluetooth v2.1 requires less power to initiate, communicate and verify a session. This translates into longer battery life, lower recharge time and more productive workers.
- **Handheld and hands-free modes:** An optional presentation cradle enables the scanner to be used in presentation mode and gives workers the flexibility to use the scanner in both handheld and hands-free modes. Items to be scanned are presented to the LI4278 which automatically senses and scans without user intervention for faster, easier scanning.
- **Supports 123Scan² scanner configuration tool for rapid and easy customized set-up:** This powerful wizard-based PC software tool can be used to setup single or multiple LI4278s on the network, as well as update devices to the latest firmware- either locally or remotely. As a result, your customers do not have to painfully reprogram each individual scanner or pay to send the device somewhere to obtain the latest updates or change configurations.
- **Supports Motorola's Remote Scanner Management (RSM) for unprecedented simplicity in day-to-day device management:** The addition of RSM lets your customers configure, deploy, provision and manage their LI4278 devices (and other Motorola bar code scanners) across all locations from a management location. This remote management solution reduces the time and cost typically associated with the tracking and control of mobile devices, and keeps IT free to focus on additional strategic technology initiatives.
- **Industry leader in ADC solutions worldwide:** When your customers choose Motorola Solutions, they are getting an industry leader with over 30 years experience in bar code scanning. We invented the laser scanner and hold more patents for scanning-related inventions than all of our competitors combined...multiple times over. We are dedicated to the industry and helping customers of nearly every size improve their productivity and profitability through automated data capture and mobile computing solutions.
- **Investment protection:** Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Now they can rely on the most complete services that Motorola has ever offered. The LI4278 is eligible for Service from the Start Advance Exchange Support, which speeds response time through next-business-day replacement of devices requiring repair. This service includes Comprehensive Coverage, which covers normal wear and tear, as well as internal and external components damaged through accidental breakage for no additional charge. In addition, it entitles customers to the technical software support and software releases they need to help keep their LI4278 operating at peak performance levels. There's no better way to give your customers total peace of mind.

UNDERSTANDING THE SPECIFICATIONS BEHIND A LINEAR IMAGER

Published specification figures, such as scans per second, aren't always indicative of actual performance in real world applications. Over the years we have been working hard to perfect the design of a handheld linear imager that can deliver the best possible performance under the widest range of real world operating conditions. Refer to the following to help your customers understand and evaluate the typical specifications across linear imagers — and better realize what each specification means to their daily operations.

Scans Per Second

Published scans per second figures are achieved at very close ranges. As the bar code is moved farther away from the imager, the exposure time needs to be increased — driving down the scan rate. The LI4278 offers a superior illumination system, which is more efficient at delivering light to the bar code and to each pixel of the sensor. As a result, the LI4278 maintains a higher scan rate throughout its range compared with other linear imager solutions on the market.

Working Range

On some bar code densities, the LI4278's working range is twice as much as other solutions. From retail to warehousing applications, this extended range is essential to keeping productivity high as workers can scan items with less maneuvering. In addition, the same scanner can now be used for multiple tasks, rather than having a different method or requirement necessary to perform various tasks.

Motion Tolerance

The same superior optical system that allows the LI4278 to retain a high scan per second rate at extended range also translates into a shorter exposure time compared with other linear imagers. This results in better motion tolerance — a traditionally weak area for linear imagers. We consider motion tolerance to be such a critical specification to real-world applications that we resisted developing a linear imager until the technology enabled us to build a linear imager with similar motion tolerance specs to a laser scanner.

Angular Tolerance

The LI4278's system delivers so much more light to our sensor that we are able to use a shorter imaging aperture compared with competitive products. The result? The LI4278 offers superior angular tolerance that allows workers to scan through a pile of randomly positioned items faster; less time is needed to reposition packages and reorient bar codes before scanning. Just like with motion tolerance, angular tolerance has traditionally been a weak spot for linear imagers compared with laser scanners. We've worked hard to bring a versatile and effective linear imager to market so our customers will benefit from our enhanced design.

Performance on High Density Bar Codes

The LI4278 is the only handheld linear imager on the market today that provides superior performance for both high density and low density bar codes in a single unit. Other manufacturers develop specialized high density versions, which offer strong performance on high density bar codes but have less range for low density bar codes. If a customer has a mix of high and low density bar codes, they traditionally have had to sacrifice performance on one or the other. But not so with the LI4278. Our linear imager not only has better performance on high densities compared with specialized high density scanner configurations, but has equally stunning performance on lower density bar codes as well.

QUALIFYING YOUR CUSTOMER

The following questions will help uncover underlying needs that can be addressed with the LI4278 general purpose cordless linear imager:

Uncover the specifics of the opportunity and areas where the strengths of the LI4278 are key selling points:

- Have you considered purchasing linear imagers in the past, but have been deterred by the technology's shortfalls when it comes to motion tolerance, angular tolerance or reliability?
- Do you need to capture bar codes from mobile phone or computer displays, either now or in the future?
- Is price a major consideration? Are you looking for an affordable way to migrate to faster 1D scan performance and mobile bar code applications?
- How do you deal with damaged or smudged bar codes in your environment?
- Is scanning range important? How do you deal with varying ranges today?
- Do your employees need to navigate to places where a cord is inconvenient? Would your employees benefit from increased freedom of movement using a cable-free device?
- Are you concerned about battery life and how often you will have to recharge your devices?
- Do you experience high staff turnover rates or hire seasonal workers, where ease of use and a low learning curve would be crucial?
- Is your IT staff overburdened with supporting your current base of scanners: software updates, provisioning, troubleshooting? Are your scanners installed across multiple locations?

Specific questions for retail opportunities:

- Is associate productivity at the POS maximized? Would you like to increase checkout throughput?
- Are you planning or have you considered implementing mobile promotions for your customers? (Examples: mobile coupons, targeted offers to select customers, mobile loyalty/CRM program?)
- Are you able to scan bar codes displayed on mobile phones today? Do your customers expect this capability?
- Do workers need to scan large or bulky items at checkout?

Specific questions for manufacturing opportunities:

- Are you looking to improve productivity and throughput on the manufacturing floor?
- Do you need to track small components that utilize high density bar codes?

Service-related questions:

- What level of post-sales service and support do you expect?
- What is the impact of downtime on your business?
- How long can you afford to be without your product?
- Is turnaround time flexible?
- If we could offer you a service plan that covers your investment from accidental breakage for a one-time, upfront cost, would you be interested?

ENTERPRISE MOBILITY SERVICES OPPORTUNITY

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes Enterprise Mobility Services. Selling services up front with the product results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola's flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Enterprise Mobility Services benefit your customers' businesses by:

- Providing expert product repair and telephone technical support
- Helping to ensure they get the most value from their Motorola investment
- Protecting their investment in our technology

Support Services for the LI4278
Motorola's Support Practice includes the complete Customer Services portfolio of traditional "break/fix" services. Seamless integration with Motorola's Customer Services team helps ensure ongoing support for your customer's complete solution. Our experienced support engineers are available to assist customers with problem diagnosis and resolution — helping to ensure their mission-critical systems are always up and running at peak performance.

The following support services are available to keep the LI4278 operating at peak performance throughout its lifecycle:

SUPPORT SERVICES

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
Service from the Start Advance Exchange Support	• Advance replacement of devices requiring repair • Includes Comprehensive Coverage • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SXB-LI4278-30
Advance Exchange Support		Any time	One year	AXB-LI4278-10
Service from the Start – Bronze	• Multiple years of seamless coverage at a one-time cost • Covers normal wear and tear • Includes all materials, parts and labor • Depot repair with 3-day in-house turnaround time • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Up front with the hardware (prepaid) or within 30 days thereafter	Three years	SSB-LI4278-30
Service Center Support – Bronze	• Seamless coverage, renewable in one-year increments • Covers normal wear and tear • Includes all materials, parts and labor • Depot repair with 3-day in-house turnaround time • Full access to technical support resources • Rights to download and use software releases and supporting documentation	Any time	One year	SCB-LI4278-10
Enterprise Mobility Software Support	• Full access to technical support resources • Rights to download and use software releases and supporting documentation	Any time	One year	SWS-EMTS-10
			Three years	SWS-EMTS-30

NOTE: please refer to **Solution Builder** for the most up-to-date information, including global pricing and available options.

You have an excellent opportunity to upsell Service from the Start programs with the LI4278. Service from the Start programs provide enhanced support for your customers' critical mobility operations. Customers can pay "a little now" for extended services or pay "a lot later" in the event of a repair and lost downtime.

SALES TOOLS

This section details the product classification, where you can find additional information, available training and certification programs, and dates of availability.

Key dates

Public Announcement: NRF Annual Convention; January 15-18, 2012; Javits Center, NY, NY

First Customer Shipment (FCS): February 20, 2012

Sales and reference materials

For the latest information and sales support materials, please visit the following resources:

Partner Hallway:
https://partnerselecthallway.motorola.com/index.aspx

LI4278 Product Home:
www.motorolasolutions.com/li4278

Enterprise Mobility Services:
Public: http://www.motorolasolutions.com/enterprise/services
Partners: https://partnerselecthallway.motorolasolutions.com/product_services/services/index.aspx

Learning Portal:
http://my.mot-solutions.com/portal/site/mu

Solution Builder:
https://solutionbuilder.motorolasolutions.com

Product classification

The LI4278 is a Class 1A open channel product and does not require certification or membership within Motorola's Partner Select program. While training is not required, free training materials are available on Partner Hallway to assist your LI4278 sales efforts.

For more information on how the LI4278 general purpose cordless linear imager and other Motorola enterprise mobility solutions can help your customers, please contact us at 1.800.722.6234 or +1.631.738.2400, or visit us on the web at: www.motorolasolutions.com/li4278

WHY MOTOROLA SOLUTIONS

When it comes to delivering mobility solutions your customers can depend on, turn to the company chosen by enterprises around the world in nearly every industry — Motorola Solutions. Every day, companies of nearly every size — from a majority of the Fortune 500 companies to small to medium size organizations — count on Motorola Solutions to streamline processes and maintain a competitive edge. When you choose Motorola enterprise, you choose a leader that offers more than 80 years of combined experience in bar code scanning, mobile computing and wireless infrastructure technology development and deployment — including a long history of industry firsts. When you choose Motorola Solutions mobility solutions, you give your customer the power to drive inefficiencies out of business operations — and productivity and profitability in.

On any given day, every moment matters to someone, somewhere. And every moment, Motorola Solutions' innovations, products, and services play essential roles in people's lives.

We help retailers track inventory and manage the sales floor in real-time so customers always find just what they need. We make supply chains visible to manufacturers and entire power grids visible to utility workers. We deliver the technology that lets healthcare providers spend more time with patients and empowers hospitality companies to give guests the service they expect. And we help firefighters see around buildings and police officers see around street corners.

We do this by connecting them to seamless communication networks, applications and services, by providing them with real-time information, and by arming them with intuitive, nearly indestructible handheld devices.

WE HELP PEOPLE BE THEIR BEST IN THE MOMENTS THAT MATTER. THIS IS OUR PURPOSE.

PARTNER BRIEF
LI4278

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